

## **PROCEEDINGS OF THE BROWN COUNTY NEVILLE PUBLIC MUSEUM GOVERNING BOARD**

Pursuant to Section 19.84, Wis. Stats., a meeting of the **Brown County Neville Public Museum Governing Board** was held at 4:35 p.m. on Monday, October 10, 2011 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

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PRESENT: Kramer Rock, Jesse Brunette, Bob Jossie, Kevin Kuehn, Pat Wetzel, Sandy Juno

ALSO

PRESENT: Rolf Johnson, Jean Hermes

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1. **CALL MEETING TO ORDER**

Chairman Kevin Kuehn called the meeting to order at 4:35

2. **APPROVE/MODIFY AGNEDA**

Motion made by Pat Wetzel and seconded by Bob Jossie to approve the agenda.

Vote taken. **MOTION APPROVED UNANIMOUSLY.**

3. **APPROVE/MODIFY MINUTES of August 8, 2011**

Motion made by Kramer Rock and seconded by Bob Jossie to approve. Vote taken.

**MOTION APPROVED UNANIMOUSLY.**

4. **Director's Report**

a. Rolf began by distributing metric data for discussion. Rolf stated that we are tracking well in terms of revenue and expenses, coming under on the expense side of the ledger due largely to the open Exhibit Technician position which has not yet been filled, but will be in November. Rolf notes that the Prange exhibit is expected to give a little attendance "bump" and that the Anne Frank exhibit is doing very well. Rolf distributed the dashboard updates for September and discussion ensues regarding the future intent for the use of the dashboard. Rolf continued by explaining some of the data on the distributed metric documents. He is confident that we will hit our numeric target this year based on the last few months. Rolf reported that he is working with individual supervisors who are on the Ed & Rec committee, including sending them a calendar with dates to choose from to host one of the proposed community talk-back sessions.

Rolf asked for a discussion regarding the 100 Day Assessment Report. He suggested that this is an opportunity for the board to revisit the governance changes being entertained. Bob Jossie questioned the actual purpose of the Governing board. Kevin relayed that the board does not have veto power but has "direction power." Discussion continued regarding different aspects and functions of the Museum Director, the county and the boards involved in governance of the

institution. Bob felt the existing chart for governance and reporting is confusing. All concur. Rolf stated that a number of people are assessing the public/private partnership and relationship between Brown County and the Foundation and whether or not restructuring is needed, including the role of the Director as the leader for Foundation activities. Rolf asked for opinions and clarification from the Board relating to the relationship of the Director to the County, the Governing Board and the Foundation. Supervisor Brunette feels the Ed and Rec Committee as a whole is pleased with the job Rolf has done and is letting him direct museum operations. Discussion ensued on a change of governance and redefining the role of the Director of the Museum and his role with the Governing Board and foundation. Kramer reiterated his thought that regardless of any change, Rolf will still be a county employee, will not be financially compensated by the Foundation or have voting power on anything that the Foundation does. Instead, Rolf will work in an advisory capacity to the Foundation.

The monthly meeting arrangement was discussed. The decision was to meet monthly for at least one more month. Supervisor Brunette recognized that the Ed & Rec Committee's role is essential but he would like more authority given to the Governing Board. The dashboard was discussed and all agree it is a good idea.

Kevin asked Rolf if he has any suggestions on redefining the individual roles of each entity as relating to governance. Rolf would like to see the Director serve as Director of the Museum and CEO of the Foundation. He would also like to see the governing board get more engaged with operational policies and issues if it continues to function in the way in which it was defined at its inception. An example would be approving a feasibility study to see if we can get a museum ship here as part of our campus. Another would be approving the re-definition of the Director's role (as CEO of the Foundation). Kevin suggests that since this is Rolf's area of expertise, he present models of organizational behavior based on other facilities to the Governing Board for their approval. Kevin wants Rolf to bring his recommendations to the Board. The board wants to be certain that Rolf has enough latitude to do his job.

Kramer admitted to some inertia regarding the hiring of someone for the development position but the Foundation is working on it and reaching out in different areas. Rolf, together with the Foundation, will make the final decision on the candidates to be interviewed and on the final appointment.

Sandy Juno questioned if Foundation and Governing boards ever meet jointly. She believes even though the boards have different functions they should have a closer relationship and work toward the same goals. Kramer explained that the charter calls for two representatives from the Foundation Board sit on the Governing Board and conversely two from Governing Board sit on the Foundation Board. A joint meeting is possible in the future. Rolf stated that he is assessing everything from daily operational concerns to larger strategic issues. Rolf will help to define two or three major items that he feels need combined resources and approval. Jesse believes that the museum would be better served if there was a central Governing Board that was responsible for all the major decisions. He recognized the need for

a new governance structure and would like the group to be in agreement. Everyone concurs that there will be obstacles to executing a governance change, but this should not stop the process moving forward. Rolf will get some simple models to Jesse for review. Discussion ensues.

5. Such other matters as are authorized by law

Rolf reaffirms the framework for the five year plan.

- Re-define and strengthen the public private partnership between the County and Foundation and the role of the Governing Board.
- Clarify the Museum's mission and brand
- Work together on strategic planning, goal-setting and execution

Rolf is looking to the Governing board for dialog and analysis rather than simply reporting to the board bi-monthly for their "rubber stamp."

6. ADJOURNMENT

Motion made by Kramer Rock and seconded by Jesse Brunette to adjourn at 5:25p.m.

Vote taken. **MOTION APPROVED UNANIMOUSLY**

Respectfully submitted,  
Jean Hermes

**Next Meeting**

Monday—November 14, 2011  
4:30 p.m.